



2015
ANNUAL REPORT

Our Mission

To provide each Guest with a fun and memorable experience that makes them feel good.



Our Goals

- *Create enduring memories for our Guests.*
- *Develop in our staff job skills and work values that will serve them well throughout their lives.*
- *Be a success that benefits investors, staff and the community.*

Company Values

We are Committed to Quality

We use only the highest quality ingredients to make the best ice cream possible. We maintain high standards of professionalism, appearance and customer service.

We are Customer Oriented

The customer is the most important part of our business. We have an uncompromising focus on the individual customer, treating every customer as our special guest.

We Have Fun with Our Customers

To provide a memorable experience for guests we need to be having fun. We never take ourselves too seriously, and we put our own troubles aside when dealing with guests.

We are Creative, Can-Do People

We encourage innovation and an attitude of, "We can do that!" Our business strategy guides our overall direction, but only sound judgment on the part of the individual can guide daily activities.

We Value Our People

Our success depends on the people who make the business run. We look for new ideas from every member of the team, and recognize and reward their contributions. We only hire and develop the best people available, providing learning opportunities and professional growth.

We are Part of Our Community

We support programs that help make our community a better place to live. The focus of our outreach is children's and educational programs.

We Work with Honesty and Integrity

In our dealings with customers and each other we must be completely honest and worthy of the trust placed upon us.

Luke 16:10

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LETTER TO SHAREHOLDERS

Dear Shareholders,

I feel 2015 was the most positive year in the history of Doc Burnstein's Ice Cream Lab. It was a year in which the business transformed from a small, local business into a growth-ready corporation. In order to expand into new territories and grow rapidly, we have learned that we need to enhance our company's mission and foundation. We need training programs that can consistently and quickly create our company's culture and high customer service experiences in a new territory. We need to ensure the brand image is strongly maintained and protected. And, we need increased production capacity to efficiently meet the growing demand. Building this foundation has been the focus of the past year, and continues to be our focus into 2016.

The first key to a strong foundation in business is having really great people, all focused on the business goals. Together we identified the keys to our success, what building blocks were already in place, and what new systems are needed for growth outside the Central Coast. We then identified key players to lead development of each new block in our foundation, we set priorities and target dates, and we worked as a team to position Doc Burnstein's for the growth that is to come.

Significant accomplishments of 2015:

- We strengthened our financial infrastructure through a partnership with Aulon Arch, Inc., an investment fund. Our partnership helped us settle all bank debts and removed all SBA restrictions on future business transactions.*
- Class-B Non-Voting Common Stock was approved by Shareholders in September 2015 as a mechanism for obtaining additional investor funds for future growth.*
- Staff training programs were significantly improved, from Scooper-level to Parlor Managers, to accelerate the growth and development of staff, and to allow Parlors to operate more independently.*
- Weekly and monthly business reporting systems were created to ensure consistency, drive performance, and reward results.*
- Our community impact was elevated to a new level with customer donations in response to our Make-a-Wish campaign, raising over \$16,000.*
- Our Brand was strengthened by the implementation of new Licensing Agreements, and minimum standards for all scoop shops carrying our products.*
- The Board of Directors approved a 2:1 Stock Split in January 2016, doubling the shares of investment for all Shareholders.*

Foundation building underway in 2016:

- A Production Plant in Grover Beach is under construction, which will quadruple capacity with far greater efficiency and lower costs.*
- A Public Stock Offering for expansion into new regions will be put to a vote of the Shareholders at the Annual Meeting in April.*

- *Inventory tracking systems are being put in place to monitor costs and accurately price products with the expansion.*
- *We added Hand-crafted Fudge products to increase sales in the slower winter season, and boost average sales per visit.*
- *A consistent parlor design is being developed as a model for growth which captures the best of our current locations, expands on our 'Lab' theme, and enhances the customer experience.*

IN CLOSING

Throughout the next period of growth, we will always ensure that we maintain our sense of purpose and direction while making the necessary changes to contribute to success. These changes are essential for us to go into new regions, grow at an increasing rate, and reach our goal of becoming “#1 in the Hearts and Minds of America when it comes to Ice Cream”.



*Greg Steinberger
Founder/CEO*



Commit to the LORD whatever you do, and he will establish your plans. - Proverbs 16:3

Forward-Looking Statements

Statements that are not based on historical fact are forward-looking statements. Although such statements are based on management's current estimates and expectations, and currently available competitive, financial, and economic data, forward-looking statements are inherently uncertain. We, therefore, caution the reader that there are a variety of factors that could cause business conditions and results to differ materially from what is contained in our forward-looking statements. We caution readers that we do not undertake to update any forward-looking statements.

BENEFITS STATEMENT

As a registered California Beneficial Corporation, our Community support is important to our shareholders, and is public record. Doc Burnstein's pledges to donate 10% of profits to youth education programs each year. In addition to this focused giving, we support other worthy causes in our communities every year. Following is a summary of our efforts in 2015.

Make-a-Wish Campaign



Doc's partnered with Make-a-Wish to create an ice cream flavor as a new and unique approach to raise funds. Doc's created a Butterfinger-inspired flavor with Lexi Brown of Santa Maria to raise \$16,512 for Make-a-Wish Tri-Counties, through a portion of sales of the flavor, customer donations at the register, and generous matches from the Board of Directors. We are working on a 2016 Make-a-Wish flavor and plan to make this an annual tradition.

School and Non-Profit Fundraisers

We hosted 35 fundraisers where 15% of sales were donated to the school or non-profit featured. Total cash donations of \$6,500, plus donated auction items raised an additional \$4,300 for these groups in 2015. Some of the benefactors of these fundraisers include:

- St. Patrick's School
- Ocean View Elementary
- Alice Shaw Elementary
- St. Joseph High School
- Paulding Middle School
- Ralph Dunlap Elementary
- Orcutt Academy
- Shell Beach Elementary
- Arroyo Grande High School
- Happy Time Coop Preschool



Scholarship Day

In our 10th Annual Scholarship Day, all sales on August 11, 2015 contributed to our Scholarship and Tuition Assistance Programs. This year \$5,702.54 was contributed into the Programs, for a 10-year total scholarships of \$38,549.

In 2015, the Scholarship Program has been amended to include a Tuition Assistance Benefit that rewards staff proportionally based on hours worked.

Blood Drives



We hosted 12 Blood Drives in 2015, and saw 448 blood donations as a result of our drives. That brings the total to over 6,400 donations at our drives since 2003. The donated pints of ice cream pale in comparison to the lives touched and saved by the generous contributions of the blood donors.

Other Community Support

Doc Burnstein's supports many other non-profits and community organizations through donations of ice cream, field trips and coupons. This includes:

- Fort Hope
- Make-a-Wish Foundation
- Cal Poly Organizations
- Hospice Partners
- Arroyo Grande Harvest Festival
- Relay for Life
- South County Historical Society
- Rotary Club of the Five Cities
- New Life Community Church
- OASIS Senior Center
- Arroyo Grande Summer Concerts
- Youth Sports Organizations
- Arroyo Grande Women's Club
- Arroyo Grande in Bloom
- City of Arroyo Grande Recreation
- Cops N' Kids Fundraiser
- Five Cities Vineyard Church
- Alzheimer's Association
- Nipomo Foothill 4-H
- Orcutt Children's Art Foundation
- Boy Scouts of America
- Morro Bay Comm. Foundation
- Boys & Girls Clubs
- SM Valley Humane Society
- Woods Humane Society
- AGHS Programs
- Family Care Network
- Rancho Nipomo Dana Adobe
- Newman Catholic Center SLO
- City of Pismo Beach Recreation
- SLO Children's Museum
- Campfire Central Coast
- Nipomo High School
- Jack's Helping Hand
- Guadalupe-Nipomo Dunes Center
- Allan Hancock College
- Kiwanis of Greater Pismo Beach
- Knights of Columbus
- Edna 4-H
- St. Louis de Montfort
- Sheriff's Advisory Council
- Women's Shelter Program of SLO
- ALS Association
- Animals in Need
- Santa Maria Public Library
- Christopher Meadows Fund
- CASA of San Luis Obispo
- Monarch Butterfly Grove
- Ride to Recovery
- Children's Resource Network
- Central Coast Firefighters
- Special Olympics of SLO County
- Relay for Life
- Congregation Beth David
- Habitat for Humanity
- Headstart

Doc Burnstein's takes great pride in its support of our employees and Community. Total Community Giving was valued at over \$25,200 last year.

1 Peter 4:10

FINANCIAL STATEMENTS

The graphic below presents a 2015 Profit & Loss Statement as the cost of a Single Scoop at a parlor. Detailed Financial Statements and Notes to Financials are on the pages to follow.



Unaudited Reports

Financial Statements in this report have been reviewed for accuracy and presented by the management of the Company. They are currently being audited by an outside firm in preparation for a future Stock Offering. The Auditor's Statement will be made available upon completion of the Audit.

Doc Burnstein's Ice Cream Lab Profit & Loss Comparison

	2013	% of Revenue	2014	% of Revenue	2015	% of Revenue
Income						
4003 · Retail Sales - AG	757,820	53%	758,713	34%	811,350	35%
4014 · Retail Sales - SLO	0	0%	771,830	35%	777,554	33%
4012 · Retail Sales - Orcutt	320,263	23%	323,097	15%	331,522	14%
4020 · Wholesale Sales	296,505	21%	319,347	15%	398,185	17%
4040 · Event Income	42,254	3%	27,139	1%	28,922	1%
Total Income	1,416,842	100%	2,200,126	100%	2,347,533	100%
Cost of Goods Sold						
5020 · Labor	491,149	35%	770,977	35%	828,886	35%
5100 · Ingredient Costs	348,382	25%	557,659	25%	566,455	24%
5010 · Merchandise	21,335	2%	26,900	1%	21,073	1%
5900 · Inventory adjustment	-1,402	0%	-9,996	0%	-13,379	-1%
Total COGS	859,464	61%	1,345,540	61%	1,403,035	60%
Gross Profit	557,378	39%	854,586	39%	944,498	40%
Expense						
6200 · Facilities	218,192	15.4%	359,239	16.3%	391,191	16.7%
6100 · Operations Expenses	82,234	5.8%	145,472	6.6%	146,432	6.2%
6300 · General & Admin Expenses	155,359	11.0%	191,851	8.7%	193,684	8.3%
6055 · Advertising	30,254	2.1%	33,268	1.9%	36,635	2.8%
6050 · Discounts & Promotions	49,149	3.5%	40,987	1.5%	65,424	1.6%
6120 · Donations	9,727	0.7%	10,314	0.5%	8,900	0.4%
Total Expense	544,915	38%	781,131	35.5%	842,266	35.9%
Net Operating Income (EBITDA)	12,463	0.9%	73,455	3.3%	102,232	4.4%
Other Income						
4090 - Investment & Other Income					950	0.0%
Other Expenses						
8030 · Interest on Long-term Debts	19,859	1.4%	23,684	1.1%	19,638	0.8%
8000 · Taxes	1,151	0.1%	800	0.0%	2,557	0.1%
8010 · Depreciation expense	40,142	2.8%	63,296	2.9%	72,080	3.1%
7000 - Other Expense	0	0.0%	1,040	0.0%	0	0.0%
Total Other Income/ Expense	-61,152	-4.3%	-88,820	-4.0%	-93,325	-4.0%
Net Income	-48,689	-3.4%	-15,365	-0.7%	8,907	0.4%

**Doc Burnstein's Ice Cream Lab
Balance Sheet**

	Dec 31, 2013	Dec 31, 2014	Dec 31, 2015
ASSETS			
Current Assets			
1000 · Checking Accounts	1,401	7,222	48,746
1200 · Accounts Receivable	23,023	16,310	14,974
1201 · Undeposited funds	10,615	14,235	11,664
1240 · Pre-paid Expenses	425	212	5
1301 · Employee Security Deposits			-80
1250 · Inventory	61,961	87,128	100,507
Total Current Assets	97,425	125,107	175,816
Fixed Assets			
1400 · Fixed assets	853,266	951,399	800,043
1490 · Accumulated depreciation	-345,323	-392,114	-434,690
Total Fixed Assets	507,943	559,285	365,353
Other Assets			
1520 · Security deposits	14,369	15,289	16,364
Total Other Assets	14,369	15,289	16,364
TOTAL ASSETS	619,737	699,681	557,533
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
2000 · Accounts payable	51,538	43,691	23,546
2100 · Credit Cards	28,379	44,573	42,375
2450 · Bank Line of Credit	25,410	50,000	0
2170 · Customer Donations (Pass-thru)	0	0	1,542
2150 · Payroll taxes payable	1,667	328	-4,185
2200 · Sales tax payable	1,427	2,052	2,560
2350 · Gift certificates sold	12,297	17,848	25,456
2151 · Wage Garnishments	-	41	0
Total Current Liabilities	120,718	158,533	91,294
Long Term Liabilities			
2454 · Orcutt Loans	124,472	106,252	7,578
2460 · SLO SBA Loan	-	90,187	0
2530 · Don & Sue Steinberger Loan	49,802	45,720	41,471
2500 · Loans from Founder	90,000	76,500	5,000
2255 · Accrued Interest Liability	40,891	47,512	50,354
Total Long Term Liabilities	305,165	366,171	104,403
Total Liabilities	425,883	524,704	195,697
Equity			
3100 · Common Stock Par Value - Class A	13,995	14,025	14,848
3110 · Common Stock Par Value - Class B	-	-	6,100
3101 · Paid in Capital (All Classes)	391,731	391,776	562,631
3990 · Prior year activity	-163,185	-215,458	-230,650
Net Income	-48,685	-15,364	8,906
Total Equity	193,856	174,979	361,836
TOTAL LIABILITIES & EQUITY	619,739	699,683	557,533

Doc Burnstein's Ice Cream Lab
Statement of Cash Flows
January through December 2015

	Jan - Dec 15
OPERATING ACTIVITIES	
Net Income	8,906
Adjustments to reconcile Net Income to net cash provided by operations:	
1200 · Accounts receivable	1,336
1301 · Employee Security Deposits	80
1240 · Pre-paid Expenses	154
1250 · Inventory	-13,379
2000 · Accounts payable	-20,145
2100 · Credit Cards:2115 · Capital One	-960
2100 · Credit Cards:2120 · USAA (1)	-9,280
2100 · Credit Cards:2122 · USAA (2)	-10,902
2100 · Credit Cards:2145 · American Express	9,813
2100 · Credit Cards:2146 · American Express (2)	9,031
2151 · Wage Garnishments	-92
2170 · Customer Donations (Pass thru)	1,542
2111 · Direct Deposit Liabilities	5
2150 · Payroll taxes payable	-4,467
2200 · Sales tax payable	508
2350 · Gift certificates sold	7,608
2450 · Coast LOC	-50,000
Net cash provided by Operating Activities	-70,242
INVESTING ACTIVITIES	
1410 · Fixed assets: Equipment-Computer Assets	-11,057
1430 · Fixed assets: Furniture and fixtures	-1,212
1440 · Fixed assets: Tenant improvements	241,622
1450 · Fixed assets: Equipment and machinery	-14,041
1465 · Fixed assets: 2014 Sprinter Van	-63,956
1490 · Accumulated depreciation	42,576
1520 · Security deposits	-925
Net cash provided by Investing Activities	193,007
FINANCING ACTIVITIES	
2450 · Orcutt Loans	-98,673
2460 · SLO SBA Loan	-90,187
2525 · Loan from Founder	-71,400
2255 · Accrued Interest to Founder	2,843
2530 · Don & Sue Steinberger Loan	-4,249
3100 · Common Stock Par Value - Class A	854
3110 · Common Stock Par Value - Class B	6,100
3101 · Paid in Capital (All Classes)	170,900
Net cash provided by Financing Activities	-83,812
Net cash increase for period	38,953
Cash at beginning of period	21,457
Cash at end of period	60,410

NOTES TO FINANCIAL STATEMENTS

PROFIT & LOSS STATEMENT

Income: The 7% increase in sales was exclusively same store sales changes.

- Retail same store sales increased at the historic 7% in Arroyo Grande, while Orcutt rose 3% and San Luis Obispo was near flat with a 1% increase. The focus of the Parlor Managers has shifted from managing labor costs to increasing same store sales by requesting on-line reviews, upselling waffle cones and fudge, and attention on customer retention.
- Wholesale increased 25% for the year, aided by a new scoop shop in Solvang late summer and increased volume to existing customers.
- Event Sales increased 7%, focused primarily on caterings for weddings and company events. We did no events where we sold to the general public, as those proved unsuccessful in the past.
- Retail and wholesale prices increased 8% in January 2016 to match budgeted improvements in company performance.

Cost of Goods Sold: Cost of Goods Sold (COGS) dropped slightly to 60% of sales (down from 61% in 2014). The total regulated price of cream mix dropped 6% for the year, while volume of ice cream processed increased 7%. Total Labor costs held steady at 35% of sales. We had positioned staff to be in compliance with the increased Minimum Wage before the January 2016 increase, thus we anticipate relatively flat labor costs in 2016.

Gross Profit: With COGS down slightly, the 7% increase in revenues meant Gross Profit increased by \$90,000 over 2014.

Expenses: Total Fixed Expenses remained steady overall at 36% of Income. We held steady on Operations and General Admin Expenses in spite of spending \$16,000 on legal fees to protect our trademark against a challenge filed by a parlor called "Ice Cream Lab" in Pennsylvania. Promotional Discount expenses increased with coupon offers aimed at the SLO and Cal Poly market. However, now that we are established, we have cut back on new and renewing coupons, and discount costs are decreasing as coupon offer dates expire.

Net Operating Income (EBITDA): Our Net Operating Income improved by more than \$28,000 over last year. Net Operating Income as a percent of sales was 4.4%, up from 3.3% in 2014.

Interest on Long-Term Debt: Interest on long-term debt expenses decreased dramatically following settlement of bank debts in September 2015 with the investment from Aulon Arch.

Net Income: In 2015 our Net Income was positive, continuing the upward trend since the cost over-runs of the SLO parlor remodel in 2013.

BALANCE SHEET / STATEMENT OF CASH FLOWS

- Checking Accounts includes an Investment Account of excess capital from the investment of Aulon Arch.
- Fixed Assets decreased in 2015 with the sale of SLO Leasehold Improvements, part of the transaction approved at the September 2015 Special Shareholders' Meeting.
- Bank debts settled with the Aulon Arch investment include the Bank Line of Credit, and SBA-backed loans on the Orcutt and SLO locations.
- Customer Donations (Pass-thru) is a liability account holding donations collected from guests, to be forwarded to a non-profit.
- Loan from Founder was reduced in a conversion of debt from Greg Steinberger to Class-B Non-Voting Common Stock.
- Common Stock Par Value – Class A increased due to shares issued under the 2011 Employee Stock Grant Program from 2011-15 that were not previously accounted for correctly.
- Common Stock Par Value – Class B increased with sale of 5,000 Shares to Aulon Arch, Inc. and a conversion to 1,100 Shares of Loan from Founder.

OTHER NOTES

PROPERTIES

Currently the company has the following leased properties:

Arroyo Grande Retail and Production operations are in a leased 2,650 sq. ft. facility, which has been leased since 2003. It has two 5-year extensions available to the company to continue through 2023.

Orcutt Retail operations are in a leased 1,450 sq. ft. facility, which has been leased until 2017, with two 5-year extensions available.

San Luis Obispo Retail and Production operations are in a leased 2,250 sq. ft. facility, with a 10-year lease through 2023, and two 5-year extensions available.

Arroyo Grande Corporate Offices and Storage is a leased 2,200 sq. ft. facility adjoining the retail operation, leased until 2018, with one 5-year extension available.

Grover Beach Production Plant began a lease in December 2015 for a 5,000 sq. ft. facility to house a production and distribution center, leased until 2020 with two 5-year extensions.

EMPLOYEES

The company currently has 49 Staff, working in the following business lines.

<u>Location</u>	<u>Employees</u>
Arroyo Grande	15
San Luis Obispo	18
Orcutt	6
Production/Wholesale	6
Corporate	<u>4</u>
Total	49

Note: The majority of employees work less than 40 hours per week. We have about 25 FTE's (Full Time Equivalent) hourly employees.

DEBTS

The company has the following Long-Term Debts:

Orcutt Construction Loans	\$ 7,578
Founder Loan	5,000
Accrued Interest	50,354
Don & Sue Steinberger Loan	<u>41,471</u>
Total	\$ 366,171

RISKS

We May Have Inconsistent Operating Results

Our ability to operate profitably depends on implementing effective operational procedures, increasing sales, and achieving sufficient gross profit margins. We cannot assure you that we will operate profitably.

If We Lose Key Personnel, our Business May be Adversely Affected

Although written procedures and training programs are in place, losing key personnel could have an adverse impact on our operations and prospects in the short-term. Forecasting tools and training programs are in place to ensure the company continues to grow and maintain its quality reputation.

Our Competitors May Copy Our Products or Recipes

Our company name and logo is a federally registered trademark. However, as we found out in 2015, a competitor can challenge the trademark protection, which causes us to incur legal expenses to protect our marks. Also, our unique flavor combinations and the look of our business could be replicated to some degree in spite of our trademark protections.

Regulatory Changes Could Increase Costs

Our two largest areas of cost are being impacted by proposed changes in state regulations. The price of milk products is tightly controlled by state regulators in California, and has been stable for several years. However there are at times large fluctuations, as happened in 2014. The minimum wage

increases will cause us to increase costs of labor (many young employees start at or near minimum wage, but advance in pay within a few weeks as they are trained). Also the costs to implement the Affordable Care Act may increase our overhead costs as we grow and requirements are placed on our business.

Forward-Looking Statements

Statements that are not based on historical fact are forward-looking statements. Although such statements are based on management's current estimates and expectations, and currently available competitive, financial, and economic data, forward-looking statements are inherently uncertain. We, therefore, caution the reader that there are a variety of factors that could cause business conditions and results to differ materially from what is contained in our forward-looking statements. We caution readers that we do not undertake to update any forward-looking statements.

BOARD OF DIRECTORS



Greg Steinberger

Greg Steinberger is Founder and CEO of Doc Burnstein's Ice Cream Lab, Inc. Greg graduated from the University of Wisconsin Naval ROTC in 1986, then served 8 years as a Naval Flight Officer. He completed an evening MBA program at the University of California, Berkeley in 1994 as he completed his military service, and worked in Human Resources for corporations in the S.F. Bay area until moving to Arroyo Grande in 2002. He founded Doc Burnstein's in 2003, with the assistance of Chuck Burns, Founder of Burnardo'z Ice Cream, with a desire to create a business that would become a nationwide brand. Greg also serves on the Arroyo Grande/Grover Beach Chamber Marketing Committee and the Arroyo Grande Parking Advisory Board.



Jim Richardson

Jim Richardson has been a Board Member since 2009, and is a local business owner. After graduating from Cal State University in 1983 with an undergraduate degree in marketing, Jim Richardson launched a successful career in the financial services business. He devoted his business life to improving the success of his clients' closely held businesses and was the trusted advisor to hundreds of families. The author of two books, Money Super Power and Success Simplified, Jim has also been a contributing columnist for two trade publications. He has served on the boards of Make-A-Wish, Child Evangelism Fellowship, Link Care Center and he founded Valley Arts & Science Academy, a charter elementary school.



Pauline Malysko

Pauline has been a Board Member since 2010, and is currently Board Chairman. She is the Founder and Principal of Blue Wave CFO Consulting, providing premier consulting services to companies in need of the service of a CFO on an interim, or part-time basis. Prior to founding Blue Wave CFO in 2009, she was President and CFO for a technology company in Camarillo, CA for over 14 years. Pauline has over 35 years experience in a variety of businesses, including the Automotive Industry, Dental Manufacturing, the Cable Industry and the High Tech Industry. She has received numerous awards for her service, including the Jefferson Award, City of Camarillo Woman of the Year, and Named one of the Top 50 Women in Business by the Pacific Coast Business Times.



Ted Malley

Ted Malley joined our Board in 2013, and is the CEO and Co-Founder for RelatedMatters, Inc., a technology company that combines behavioral science, mobile technology and social networking into an app called TeamRelate. TeamRelate is used by Doc's to improve team communication and enhance employee engagement. Prior to that, Ted brings over 20 years of experience as an executive in the human capital management software industry. He's held a variety of positions with Ultimate Software, ADP, and IBM. He is eager to help Doc Burnstein's grow by combining his industry experience with his family's great love for Doc's Ice Cream. Ted has a B.S. in Computer Science from Cal Poly San Luis Obispo, and lives in Arroyo Grande with his wife and 4 children.



Chuck Anders

Chuck Anders joined our Board in 2014, and is President of Strategic Initiatives, a consulting and performance coaching organization that helps business and governmental organizations create a deeper connection with their customers, stakeholders and employees. Chuck specializes in using innovative group collaboration technologies to quickly and effectively understand people's needs and align strategies for success. Prior to founding Strategic Initiatives in 1996, Chuck served as a principal consultant for an international engineering firm, Director of the Arizona State Environmental Protection Agency and Assistant Director of the Arizona Department of Transportation. He is active in local community organizations and is a past president of the San Luis Obispo County YMCA Board of Directors.



COMPANY INFORMATION

Company History

Doc Burnstein's Ice Cream Lab specializes in super-premium, hand-crafted ice creams. The retail parlor and manufacturing plant opened in Arroyo Grande in August of 2003, founded by Greg Steinberger, a graduate of the University Of Wisconsin School Of Business and the University of California, Berkeley MBA program. The parlor is a renovation of the Burnardo's ice cream parlor that had been in that location since 1976. The Doc Burnstein's concept and recipes were developed in collaboration with Chuck Burns, Founder and owner of Burnardo's from 1976 to 1993.

Doc Burnstein's registered as a California Beneficial Corporation in 2012. Then in 2013 made its first Public Stock Offering, selling 8,000 shares to fund growth in San Luis Obispo. Over 360 new shareholders purchased the shares over a 9-month period, making Doc Burnstein's Ice Cream Lab, Inc. a unique Community-Owned Beneficial Corporation.

Doc Burnstein's has won numerous awards for its ice cream quality and community support. The ice cream has earned a Blue Ribbon from the National Ice Cream Retailers' Association, and five Gold Medals at the LA International Dairy Competition. Doc Burnstein's also wins numerous "Best Ice Cream of the Central Coast" awards each year. And in 2009 we were awarded the First Spirit of Small Business Award for SLO County from the Pacific Coast Business Times. Founder Greg Steinberger has also been named to Fenwal Blood Services National Donors Hall of Fame for the company's support of blood drives.

Corporate Offices

114 W. Branch Street
Arroyo Grande, CA 93420

Tel (805) 474-4068

Fax (805) 474-4079

Grover Beach Plant

974 Griffin Street
Grover Beach, CA 93433

www.DocBurnsteins.com

Arroyo Grande Parlor

114 W. Branch Street
Arroyo Grande, CA 93420

Orcutt Parlor

168 W. Clark Ave.
Orcutt, CA 93455

San Luis Obispo Parlor

860 Higuera Street
San Luis Obispo, CA 93401